

**South & Central America Cloud Computing Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Service Model [Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS)], Deployment Model (Public Cloud and Private Cloud), Organization Size [Small & Medium-Sized Enterprises (SMEs) and Large Enterprises], and Industry Verticals (BFSI, IT and Telecom, Government and Public Sector, Retail and Consumer Goods, Manufacturing, Healthcare and Life Sciences, and Others)**

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**AVAILABLE LICENSES:**

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

**Report description:**

The South & Central America cloud computing market is expected to grow from US\$ 10,854.28 million in 2022 to US\$ 35,179.64 million by 2028; it is estimated to grow at a CAGR of 21.7% from 2022 to 2028.

On-premises data hosting costs in terms of implementation and maintenance, electricity costs, employee expenses, and downtime issues are a few concerns of enterprises. For better productivity, startups and SMEs are shifting their business models to online and cloud. Furthermore, the current competitive environment and economic conditions have accelerated the uptake of a cost-effective business model. The shift of businesses toward digital transformation, enhanced customer experience, and reduced enterprise cost positively impacted the cloud computing market growth. Cloud computing eliminates costs associated with installing, constructing, and managing business operations, which are fundamental difficulties encountered by SMEs. Small businesses are adopting cloud computing in their organizations due to its various benefits, such as flexibility, better security, cost cutting, and scalability. Flexible cloud computing solutions react quickly according to the requirements of organizations. Cloud

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computing diversifies workloads across an organization and allows employees to work from anywhere. When companies use cloud computing, they can easily hire a low-cost workforce. This allows SMEs to address the needs of their customers as quickly as possible. For many businesses, regular infrastructural security is quite challenging to monitor and maintain. Cloud-based solutions are much safer than traditional solutions, especially for small-scale businesses. Large expenditures and specialization are required, which cannot be accommodated or possible for SMEs. Besides, SMEs are most prone to exposure to other security threats, such as hardware failures, power outages, and other human errors. As a result, cloud computing solutions easily overcome these security challenges because cloud computing companies have already invested time and effort in upholding security standards and operational practices. The pay-as-you-go model allows companies to pay for cloud services only when they use them, resulting in lower costs. It assists SMEs in reducing unnecessary expenses and requiring them to spend only on operational costs rather than capital expenditures. Modern businesses are rapidly expanding, and various cloud computing resources allow for scalability due to factors, such as storage, features, and the number of users.

By introducing new features and technologies, vendors in the South & Central America cloud computing market can attract new customers and expand their footprints in emerging markets. This factor is likely to drive the market growth at a notable CAGR during the forecast period.

#### South & Central America Cloud Computing Market Revenue and Forecast to 2028 (US\$ Million)

#### South & Central America Cloud Computing Market Segmentation

The South & Central America cloud computing market is segmented on the basis of service model, deployment model, organization size, industry verticals, and country. Based on service model, the market is segmented into infrastructure as a service (IaaS), platform as a service (PaaS), and software as a service (SaaS). Based on deployment model, the South & Central America cloud computing market is bifurcated into public cloud and private cloud. By organization size, the market is segmented into small & medium-sized enterprises (SMEs) and large enterprises. Based on industry verticals, the South & Central America cloud computing market is segmented into BFSI, IT and Telecom, government and public sector, retail and consumer goods, manufacturing, healthcare and life sciences, and others. Based on country, the South & Central America cloud computing market is segmented into the Brazil, Argentina and Rest of South & Central America.

#### South & Central America Cloud Computing Market -Companies Mentioned

Amazon Web Services ; Microsoft Corporation ; SAP SE ; IBM Corporation ; Salesforce.com, inc. ; Google LLC ; Oracle Corporation ; and Adobe are a few major companies operating in the South & Central America cloud computing market .

#### Table of Contents:

##### TABLE OF CONTENTS

- 1. Introduction
  - 1.1 Scope of the Study
  - 1.2 The Insight Partners Research Report Guidance
  - 1.3 Market Segmentation
    - 1.3.1 South & Central America Cloud Computing Market - By Service Model
    - 1.3.2 South & Central America Cloud Computing Market - By Infrastructure as a Service (IaaS)
    - 1.3.3 South & Central America Cloud Computing Market - By Platform as a Service (PaaS)
    - 1.3.4 South & Central America Cloud Computing Market - By Software as a Service (SaaS)
    - 1.3.5 South & Central America Cloud Computing Market - By Deployment Model
    - 1.3.6 South & Central America Cloud Computing Market - By Organization Size
    - 1.3.7 South & Central America Cloud Computing Market - By Vertical

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- 1.3.8 South & Central America Cloud Computing Market - By Country
- 2. Key Takeaways
- 3. Research Methodology
  - 3.1 Coverage
  - 3.2 Secondary Research
  - 3.3 Primary Research
- 4. South & Central America Cloud Computing Market Landscape
  - 4.1 Market Overview
  - 4.2 PEST Analysis
    - 4.2.1 SAM
  - 4.3 Ecosystem Analysis
  - 4.4 Expert Opinion
- 5. South & Central America Cloud Computing Market - Key Market Dynamics
  - 5.1 Market Drivers
    - 5.1.1 COVID-19 Outbreak Fuels Demand for Cloud-based Solutions
    - 5.1.2 Cost optimization Drives Cloud Uptake
  - 5.2 Market Restraints
    - 5.2.1 Risk of Unplanned Downtime, Unexpected Costs, Security Breaches, and Data Leaks Limits Cloud Adoption
  - 5.3 Market Opportunities
    - 5.3.1 Increasing Uptake of Cloud in SMEs
  - 5.4 Future Trends
    - 5.4.1 Acceptance of Cloud Solutions as Mainstream IT Deployment Option
  - 5.5 Impact Analysis of Drivers and Restraints
- 6. South & Central America Cloud Computing Market - Market Analysis
  - 6.1 South & Central America Cloud Computing Market Forecast and Analysis
- 7. South & Central America Cloud Computing Market Revenue and Forecasts To 2028 Service Model
  - 7.1 Overview
  - 7.2 South & Central America Cloud Computing Market, By Service Model (2021 and 2028)
  - 7.3 Infrastructure as a Service (IaaS)
    - 7.3.1 Overview
    - 7.3.2 Infrastructure as a Service (IaaS): South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
      - 7.3.2.1 Storage
        - 7.3.2.2 Overview
          - 7.3.2.2.1 Storage: South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
        - 7.3.2.3 Archiving
          - 7.3.2.4 Overview
            - 7.3.2.4.1 Archiving: South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
        - 7.3.2.5 Compute
          - 7.3.2.6 Overview
            - 7.3.2.6.1 Compute: South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
        - 7.3.2.7 Others
          - 7.3.2.8 Overview
            - 7.3.2.8.1 Others: South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
    - 7.4 Platform as a Service (PaaS)
      - 7.4.1 Overview
      - 7.4.2 Platform as a Service (PaaS): South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)

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- 7.4.2.1 Application
- 7.4.2.2 Overview
  - 7.4.2.2.1 Application: South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
- 7.4.2.3 Integration
- 7.4.2.4 Overview
  - 7.4.2.4.1 Integration: South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
- 7.4.2.5 Data Management
- 7.4.2.6 Overview
  - 7.4.2.6.1 Data Management: South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
- 7.4.2.7 Others
- 7.4.2.8 Overview
  - 7.4.2.8.1 Others: South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
- 7.5 Software as a Service (SaaS)
- 7.5.1 Overview
- 7.5.2 Software as a Service (SaaS): South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
  - 7.5.2.1 Customer Relationship Management (CRM)
  - 7.5.2.2 Overview
    - 7.5.2.2.1 Customer Relationship Management (CRM): South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
  - 7.5.2.3 Enterprise Resource Planning (ERP)
  - 7.5.2.4 Overview
    - 7.5.2.4.1 Enterprise Resource Planning (ERP): South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
  - 7.5.2.5 Human Capital Management (HCM)
  - 7.5.2.6 Overview
    - 7.5.2.6.1 Human Capital Management (HCM): South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
  - 7.5.2.7 Content, Collaboration, and Communication
  - 7.5.2.8 Overview
    - 7.5.2.8.1 Content, Collaboration, and Communication: South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
  - 7.5.2.9 Supply Chain Management (SCM)
  - 7.5.2.10 Overview
    - 7.5.2.10.1 Supply Chain Management (SCM): South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
  - 7.5.2.11 Others
  - 7.5.2.12 Overview
    - 7.5.2.12.1 Others: South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
- 8. South & Central America Cloud Computing Market Revenue and Forecasts To 2028 Deployment Model
- 8.1 Overview
- 8.2 South & Central America Cloud Computing Market, By Deployment Model (2021 and 2028)
- 8.3 Public Cloud
  - 8.3.1 Overview
  - 8.3.2 Public Cloud: South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
- 8.4 Private Cloud
  - 8.4.1 Overview

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- 8.4.2 Private Cloud: South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
- 9. South & Central America Cloud Computing Market Revenue and Forecasts To 2028 Organization Size
  - 9.1 Overview
  - 9.2 South & Central America Cloud Computing Market, By Organization Size (2021 and 2028)
  - 9.3 Small and Medium-sized Enterprises (SMEs)
    - 9.3.1 Overview
    - 9.3.2 Small and Medium-sized Enterprises (SMEs): South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
  - 9.4 Large Enterprises
    - 9.4.1 Overview
    - 9.4.2 Large Enterprises: South & Central America Cloud Computing Market Revenue and Forecast To 2028 (US\$ Million)
- 10. South & Central America Cloud Computing Market Revenue and Forecasts To 2028 Industry Vertical
  - 10.1 Overview
  - 10.2 South & Central America Cloud Computing Market, By Industry Vertical (2021 and 2028)
  - 10.3 BFSI
    - 10.3.1 Overview
    - 10.3.2 BFSI: South & Central America Cloud Computing Market - Revenue and Forecast to 2028 (US\$ Million)
  - 10.4 IT and Telecom
    - 10.4.1 Overview
    - 10.4.2 IT and Telecom: South & Central America Cloud Computing Market - Revenue and Forecast to 2028 (US\$ Million)
  - 10.5 Government and Public Sector
    - 10.5.1 Overview
    - 10.5.2 Government and Public Sector: South & Central America Cloud Computing Market - Revenue and Forecast to 2028 (US\$ Million)
  - 10.6 Retail and Consumer Goods
    - 10.6.1 Retail and Consumer Goods: South & Central America Cloud Computing Market - Revenue and Forecast to 2028 (US\$ Million)
  - 10.7 Manufacturing
    - 10.7.1 Manufacturing: South & Central America Cloud Computing Market - Revenue and Forecast to 2028 (US\$ Million)
  - 10.8 Healthcare and Life Sciences
    - 10.8.1 Healthcare and Life Sciences: South & Central America Cloud Computing Market - Revenue and Forecast to 2028 (US\$ Million)
  - 10.9 Others
    - 10.9.1 Others: South & Central America Cloud Computing Market - Revenue and Forecast to 2028 (US\$ Million)
- 11. South & Central America Cloud Computing Market - Country Analysis
  - 11.1 SAM: South & Central America Cloud Computing Market
    - 11.1.1 Overview
    - 11.1.2 SAM: Cloud Computing - Revenue, and Forecast to 2028 (US\$ Million)
    - 11.1.3 SAM: Cloud Computing, by Key Country
      - 11.1.3.1 Brazil: Cloud Computing - Revenue, and Forecast to 2028 (US\$ Million)
        - 11.1.3.1.1 Brazil: Cloud Computing, By Service Model
        - 11.1.3.1.2 Brazil: South & Central America Cloud Computing Market, By Deployment Model
        - 11.1.3.1.3 Brazil: South & Central America Cloud Computing Market, By Vertical
        - 11.1.3.1.4 Brazil: South & Central America Cloud Computing Market, By Organization Size
      - 11.1.3.2 Argentina: Cloud Computing - Revenue, and Forecast to 2028 (US\$ Million)
        - 11.1.3.2.1 Argentina: Cloud Computing, By Service Model
        - 11.1.3.2.2 Argentina: South & Central America Cloud Computing Market, By Deployment Model

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- 11.1.3.2.3 Argentina: South & Central America Cloud Computing Market, By Vertical
- 11.1.3.2.4 Argentina: South & Central America Cloud Computing Market, By Organization Size
- 11.1.3.3 Rest of SAM: Cloud Computing - Revenue, and Forecast to 2028 (US\$ Million)
  - 11.1.3.3.1 Rest of SAM: Cloud Computing, By Service Model
  - 11.1.3.3.2 Rest of SAM: South & Central America Cloud Computing Market, By Deployment Model
  - 11.1.3.3.3 Rest of SAM: South & Central America Cloud Computing Market, By Vertical
  - 11.1.3.3.4 Rest of SAM: South & Central America Cloud Computing Market, By Organization Size
- 12. Industry Landscape
  - 12.1 Overview
  - 12.2 Market Initiative
  - 12.3 Merger and Acquisition
  - 12.4 New Development
- 13. Company Profiles
  - 13.1 Amazon Web Services
    - 13.1.1 Key Facts
    - 13.1.2 Business Description
    - 13.1.3 Products and Services
    - 13.1.4 Financial Overview
    - 13.1.5 SWOT Analysis
    - 13.1.6 Key Developments
  - 13.2 Microsoft Corporation
    - 13.2.1 Key Facts
    - 13.2.2 Business Description
    - 13.2.3 Products and Services
    - 13.2.4 Financial Overview
    - 13.2.5 SWOT Analysis
    - 13.2.6 Key Developments
  - 13.3 SAP SE
    - 13.3.1 Key Facts
    - 13.3.2 Business Description
    - 13.3.3 Products and Services
    - 13.3.4 Financial Overview
    - 13.3.5 SWOT Analysis
    - 13.3.6 Key Developments
  - 13.4 IBM Corporation
    - 13.4.1 Key Facts
    - 13.4.2 Business Description
    - 13.4.3 Products and Services
    - 13.4.4 Financial Overview
    - 13.4.5 SWOT Analysis
    - 13.4.6 Key Developments
  - 13.5 Salesforce.com, inc.
    - 13.5.1 Key Facts
    - 13.5.2 Business Description
    - 13.5.3 Products and Services
    - 13.5.4
    - 13.5.5 Financial Overview

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- 13.5.6 SWOT Analysis
- 13.5.7 Key Developments
- 13.6 Google LLC
  - 13.6.1 Key Facts
  - 13.6.2 Business Description
  - 13.6.3 Products and Services
  - 13.6.4 Financial Overview
  - 13.6.5 SWOT Analysis
  - 13.6.6 Key Developments
- 13.7 Oracle Corporation
  - 13.7.1 Key Facts
  - 13.7.2 Business Description
  - 13.7.3 Products and Services
  - 13.7.4 Financial Overview
  - 13.7.5 SWOT Analysis
  - 13.7.6 Key Developments
- 13.8 Adobe
  - 13.8.1 Key Facts
  - 13.8.2 Business Description
  - 13.8.3 Products and Services
  - 13.8.4 Financial Overview
  - 13.8.5 SWOT Analysis
  - 13.8.6 Key Developments
- 14. Appendix
  - 14.1 About The Insight Partners
  - 14.2 Glossary

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